

Logo And Banner Standards: Examples And Usage

The following pages are designed to visualize and define the banner header area for the Michigan.gov brand, a key element to all on-line service sites representing the state of Michigan.

The goal of the banner header area is to present the user a unified, brand image that carries across to all agency home sites. In addition, the same brand image is duplicated at the agency application level, even when URL's change, so that the user experience is as seamless as possible.

Designed into the banner header area is the ability to accommodate the unique logo or symbol of the parent agency as well as the agency name. For applications that serve several agency user groups at the same time, a more "generic" logo has been developed to accommodate the service as a Michigan.gov product rather than a specific offering from a single agency or department.

The following pages also detail the approach taken for the use of applications built with the WebSphere Commerce Suite of tools and technology established by the e-Michigan Office. These include e-stores and other applications that utilize e-commerce systems to process payments and fees.

In all of these scenarios, the look and feel is treated as much as possible as a unified presentation of on-line services, offered by many different sources but with one goal in mind – fast and efficient on-line customer service.

Many of the headers detail how agency and application names and logos are accommodated within the standard grid. Examples are demonstrated here as a means of explaining the proper usage and accommodation of all the possible scenarios.

The example designs are not intended to be used however as a means of constructing the banner header. The Center of Excellence (CoE) within the e-Michigan Office is responsible for the design and construction of these banner headers.

Please contact the e-Michigan Office to obtain the correct banner art and any other follow on requirements that involve the Michigan.gov Brand Image.

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George W. Romney Building - 1st Floor
P.O. Box 30725
111 South Capitol Avenue
Lansing, Michigan 48909
(517) 241-5780**

LOGO AND BANNER STANDARDS: NON-VIGNETTE APPLICATIONS

Site Category #1:
Agencies/Offices/Bureaus/Divisions/Boards/Commissions

LOGO: **PARENT AGENCY LOGO**
(Office/Bureau/Division Name in banner)

Examples:

- **Retirement Services (DMB Logo)**



- **Michigan Community Service Commission**



- **Michigan Environmental Science Board (MESB)**



- **Unemployment Agency (CIS)**



LOGO AND BANNER STANDARDS: NON-VIGNETTE APPLICATIONS

Site Category #2: Cross-Agency Sites
(Content is contributed by more than one agency)

LOGO: **Standard Cross-Agency Application Logo**
Blue box with image of the State of Michigan and red banner
- May include Sub-Text in dark blue under Application name

SITE NAME: To Be Approved by e-Michigan

Examples:

- **Paying for College**



- **Long-term Care**



- **Michigan News**



- **eLicense**



LOGO AND BANNER STANDARDS: NON-VIGNETTE APPLICATIONS

Site Category #3: Agencies without a Current Logo

BANNER: Required Agency Primary Site Banner where a logo does not exist or an official "logo" or brand symbol was never developed by the agency. E-Michigan will utilize such primary site logos developed by an agency as the primary agency logo as they are developed, or create a temporary one if needed.

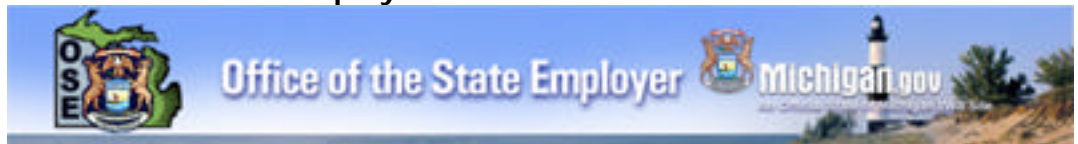
LOGO: **MI Map, State Coat of Arms, Other**

Examples:

- **Secretary of State**



- **State Employer**



- **History, Arts and Libraries**



- **Information Technology**



LOGO AND BANNER STANDARDS: NON-VIGNETTE APPLICATIONS

Application Category #1: Non Migrated Applications on Existing State Servers

BANNER: Required Agency Primary Site Banner or Michigan.gov Banner
(Either **full** (100 pix), **¾** (70pix) **½** Size (50 pix))

LOGO: Agency Logo

APPLICATION NAME: NO

Examples:

- **OTIS (Offender Tracking Information System)**



Application Sample

A screenshot of the OTIS (Offender Tracking Information System) web application. The interface features a header banner with the Michigan Department of Corrections logo and the Michigan.gov logo. Below the banner is a navigation bar with links: Michigan.gov Home, MDOC Home, Contact MDOC, OTIS Help, Privacy, and Disclaimer. The main content area contains a search form with fields for Last Name, First Name, MDOC Number, Sex (dropdown), Race (dropdown), Age, Offender Status (dropdown), and Marks, Scars or Tattoos. To the right of the form is a large, stylized graphic of the letters "OTIS" with the full name "OFFENDER TRACKING INFORMATION SYSTEM" underneath. Below the form are "Search" and "Clear Fields" buttons. At the bottom, there is a "Related Sites" section with links to Sentencing Guidelines Manual, Sex Offender Registry, and MCL Online. A footer at the very bottom contains links to Michigan.gov Home, MDOC Home, Site Map, Contact MDOC, State Web Sites, Accessibility Policy, Privacy Policy, Link Policy, and Security Policy, along with a copyright notice for 2002 State of Michigan.

Municipal Finance - Log On



Application Sample

A screenshot of a web application titled "Online Qualifying Statement". The header features the Michigan.gov branding. Below the header is a navigation bar with links: Michigan.gov Home, Treasury Home, Sitemap, Contact Treasury, FAQ, and Forms. The main content area has a green sidebar on the left and a yellow sidebar on the right. The central form contains the following text: "Please log on, giving your Municipality Code, your Password, and the fiscal year." Below this are three input fields labeled "Municipality Code:", "Password:", and "Fiscal Year:". Further down is the question "Is this a new qualifying statement or a request for reconsideration?" with two radio button options: "New:" and "Reconsideration:". At the bottom of the form are "Submit" and "Cancel" buttons. A footer at the very bottom contains a row of links: Michigan.gov Home, Contact Treasury, State Web Sites, FAQ, Sitemap, Privacy Policy, Link Policy, Accessibility Policy, and Security Policy, followed by the copyright notice "Copyright © 2002 State of Michigan".

LOGO AND BANNER STANDARDS: NON-VIGNETTE APPLICATIONS

Application Category #2: Websphere e Stores

BANNER: Exact replica of agency banner (100pix)

LOGO: Agency Logo

APPLICATION NAME: "e-store", with a subordinate title for parent agency

Examples:

- **HAL**



- **DNR**



Application Sample



LOGO AND BANNER STANDARDS: NON-VIGNETTE APPLICATIONS

Application Category #3: Third Party Applications Already in Production

BANNER: Modified version of Agency Site Banner to fit application NOTE: Agencies will be provided the standards and completed banner artwork to use the next time the application undergoes a redesign)

LOGO: Agency logo

APPLICATION NAME: Agency Primary Banner

Examples:

- **Campground Reservations – CURRENT**



LOGO AND BANNER STANDARDS: NON-VIGNETTE APPLICATIONS

Application Category #3: Third Party Applications Already in Production

BANNER: Modified version of Agency Site Banner to fit application NOTE:
Agencies will be provided the standards and completed banner artwork
to use the next time the application undergoes a redesign)

LOGO: Agency logo

APPLICATION NAME: Agency Primary Banner

Examples:

- **Campground Reservations - REVISED**



- ORS Citistreet 401 (k) tool - CURRENT

The screenshot shows the 'Current' version of the ORS Citistreet 401 (k) tool. The header features a blue banner with the Michigan State Capitol dome, the state seal, and the text 'Deferred Compensation and Defined Contribution Plans Office of Retirement Services' and 'STATE of MICHIGAN DEPARTMENT of MANAGEMENT and BUDGET'. A 'Select An Option' dropdown menu is on the left. The main content area is divided into a 'User Login' section on the left and a 'Welcome' section on the right. The 'User Login' section includes a 'Forgot your PIN?' link, input fields for 'SSN' and 'PIN', and a 'LOGIN' button. The 'Welcome' section contains a list of links for new employees, seminars, pension law changes, and retirement considerations. A footer contains copyright information and a disclaimer.

Site Information

Select An Option

Deferred Compensation and Defined Contribution Plans
Office of Retirement Services

STATE of MICHIGAN DEPARTMENT of MANAGEMENT and BUDGET

User Login:

To access your account information, enter your SSN and PIN number.

[Forgot your PIN?](#)

SSN:

PIN:

LOGIN

WELCOME to the State of Michigan Deferred Compensation and Defined Contribution Retirement Plans Website!

- **New or prospective employees:** You can read about the plan provisions without using your social security and PIN numbers by clicking on "Select an Option".
- **Free Seminars:** To learn more about these plans and investments, sign up for a free seminar. Ask your HR department or log on to www.state.mi.us/mdcs.
- **New pension law changes for 2002:** To learn about the new contribution limits, increased flexibility for payout options and other changes due to EGTRRA, [click here](#). (Requires [free Reader](#).)
- **Considering Retirement in 4 years or less?** Sign up through Civil Service to attend a Pre-Retirement workshop. [Click here](#) to learn about the Services for Exiting employees. (Requires [free Reader](#).)

ORS HOME

Return to the Office of Retirement Services

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- ORS Citistreet 401 (k) tool – REVISED

The screenshot shows the 'Revised' version of the ORS Citistreet 401 (k) tool. The header features a blue banner with the Michigan State Capitol dome, the state seal, and the text 'Retirement Services Department of Management and Budget' and 'michigan.gov'. A navigation bar includes links for 'Michigan.gov', 'ORS Home', 'Site Map', 'Contact ORS', and 'FAQ'. The main content area is divided into a 'User Login' section on the left and a 'Welcome' section on the right. The 'User Login' section includes a 'Forgot your PIN?' link, input fields for 'SSN' and 'PIN', and a 'LOGIN' button. The 'Welcome' section contains a list of links for new employees, seminars, pension law changes, and retirement considerations. A footer contains copyright information and a disclaimer.

Retirement Services
Department of Management and Budget

michigan.gov

Michigan.gov | ORS Home | Site Map | Contact ORS | FAQ

User Login:

To access your account information, enter your SSN and PIN number.

[Forgot your PIN?](#)

SSN:

PIN:

LOGIN

WELCOME to the State of Michigan Deferred Compensation and Defined Contribution Retirement Plans Website!

- **New or prospective employees:** You can read about the plan provisions without using your social security and PIN numbers by clicking on "Select an Option".
- **Free Seminars:** To learn more about these plans and investments, sign up for a free seminar. Ask your HR department or log on to www.state.mi.us/mdcs.
- **New pension law changes for 2002:** To learn about the new contribution limits, increased flexibility for payout options and other changes due to EGTRRA, [click here](#). (Requires [free Reader](#).)
- **Considering Retirement in 4 years or less?** Sign up through Civil Service to attend a Pre-Retirement workshop. [Click here](#) to learn about the Services for Exiting employees. (Requires [free Reader](#).)

ORS HOME

Return to the Office of Retirement Services

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LOGO AND BANNER STANDARDS: NON-VIGNETTE APPLICATIONS

Application Category #4: New Agency Applications (non Vignette)

BANNER: Agency Primary Site Banner or Michigan.gov Banner
(Either **full** (100 pix), **¾** (70pix) **½** Size (50 pix)) needs to be specified within the application style guide included with RFPs

LOGO: Agency Logo or Generic Logo (if cross-agency application)

APPLICATION NAME: Agency Primary Banner

Examples:

- **ICHAT (State Police Logo and agency name)**



100 pix



70 pix



50 pix

- **Business Services Startup (Cross Agency)**



100 pix



70 pix



50 pix

Change Record Log to this Document:

Date	Change Made	Page No.	By
3/26/2002	Added language to require developers etc. to make requests for Michigan.gov branding elements to the attention of the webmaster at the e-Michigan office	1	R. Tombelli
3/26/2002	Added Change Record Log to document – notation on page 1	29	R. Tombelli
April 2, 2002	Modified paragraph text and sentences throughout document to correct grammatical errors and clarify statements.	3,5,6,8,11	R. Tombelli
April 2, 2002	Corrected image dimensions for Basic Page Construction with Left and Right Nav Body Area from 400 to 420 pixels	16	R. Tombelli
April 2, 2002	Added page headers and explanation to Banner header examples for Non-Vignette apps for clarification.	20	R. Tombelli
April 2, 2002	Modified and updated Table of Contents	2	R. Tombelli
April 2, 2002	Added introductory page to Banner Header Example Pages	20	R. Tombelli